

**`Ōlelo Community Media  
Minutes of the Regular Board of Director's Meeting  
October 30<sup>th</sup> 2019  
5:30 p.m. – 7:30 p.m.  
1122 Mapunapuna Street**

**PRESENT:**

Allan Akamine, Keith Fujio, Leslie Ann Hayashi, Melanie Horikami, Jack Legal, Alexandra Mergenschroer-Livingston, Donna Mun, and Karl Okemura

**EXCUSED:**

Ann Chung, Jason Fujita, Kalei Kailihiwa, Nelson Lau, Linda Nakaima, Steve Sombrero, and Derek Wong

**STAFF IN ATTENDANCE:**

Angela Angel, Jack Bates, Dawne DePonte, Sanford Inouye, Garrett Mueller, Kimi Takazawa and Rona Shibuya

**CALL TO ORDER:**

Mr. Keith Fujio called the meeting to order at 5:36 p.m. on behalf of Board Chair Nelson Lau.

**PUBLIC COMMENT:**

No public comment

**APPROVAL OF AUGUST 28<sup>TH</sup>, 2019 MINUTES:**

Mr. Keith Fujio asked for a motion to approve the August 28, 2019 minutes.

**Action:**

**After review, Ms. Melanie Horikami moved to approve the minutes, Ms. Leslie Hayashi seconded, and the Board unanimously approved the August 28, 2019 minutes as presented.**

**CHAIR'S REPORT:**

Mr. Keith Fujio provided the Chair's report to the Board on behalf of Chair Nelson Lau. Mr. Fujio reported to the Board that the 2020 Election of Officers and Appointment of Committee Chairs will be announced at the 2020 February Annual Board of Director's meeting.

**PRESIDENT/CEO REPORT:**

**FCC NPRM – CABLE FRANCHISING**

Mr. Sanford Inouye provided an update to the Board about the Federal Communications Commission (FCC) Notice of Proposed Rulemaking (NPRM) on cable franchise fees. Mr. Inouye reported to the Board that the FCC rules are now effective. Mr. Inouye mentioned to the Board that the Department of Commerce and Consumer Affairs have filed pleadings opposing the new rules with the Ninth Circuit Court of Appeals.

Mr. Inouye introduced `Ōlelo's Management Team to present the 2019 Priority Focus and Projects third/fourth quarter milestone updates and the 2020 Priority Focus and Projects.

**2019 PRIORITY FOCUS AND PROJECTS THIRD/FOURTH QUARTER MILESTONE UPDATES AND 2020 PRIORITY FOCUS AND PROJECTS**

**3Q & 4Q VOLUNTEERISM PRIORITY PROJECT**

Mr. Garrett Mueller provided the 3Q and 4Q updates for the 2019 Volunteerism Priority Project to the Board. Mr. Mueller reported to the Board that the 3Q and 4Q milestones were accomplished. Mr. Mueller mentioned that the measurables for the Volunteerism Priority Project have exceeded the original goal.

**2020 VOLUNTEERISM PRIORITY PROJECT**

Mr. Garrett Mueller provided an overview of the 2020 Volunteerism Priority Project to the Board. Mr. Mueller reported to the Board that the project would focus on providing volunteer support in the following areas: Production Services (Executive Productions Support), Media Services (center operations), and General Support Services. Mr. Mueller mentioned to the Board that the Volunteerism Priority Project will also focus on volunteer retention.

**3Q & 4Q YOUTH INITIATIVES PRIORITY PROJECT**

Mr. Garrett Mueller provided the 3Q and 4Q updates for the YXCE3 After-School program, currently being rebranded as the JAM (Junior Academy for Media) program, Children and Youth Day (CYD), and Youth Capitol Commentary (YCC) to the Board. Mr. Mueller reported to the Board that the milestones for YCC were completed in the second quarter.

Mr. Mueller provided the 3Q numbers for the JAM program to the Board. Mr. Mueller mentioned to the Board that students in the JAM program developed and completed three video projects (one per quarter) after they completed the Basic Media Production training and the content aired on `Ōlelo's Youth Block on September 25<sup>th</sup>.

Mr. Mueller provided a 4Q update to the Board. Mr. Mueller mentioned that students who conducted interviews at CYD on October 6<sup>th</sup> will be editing the footage into five-minute segments for air on `Ōlelo's Youth Block in November/December. Mr. Mueller mentioned to the Board that the measurables for the Youth Initiatives Priority Project have exceeded the original goal.

**2020 YOUTH INITIATIVES PRIORITY PROJECT**

Mr. Garrett Mueller provided an overview of the 2020 Youth Initiatives Priority Project to the Board. Mr. Mueller reported to the Board that the project is designed to increase `Ōlelo's presence and relevance within the O`ahu school system. Mr. Mueller reported to the Board that the project would focus on the following areas: Integration of Media for Education (I.M.E.), Directed Studies Internship Program, and Junior Academy for Media (J.A.M.).

**3Q & 4Q INNOVATIVE MEDIA ROAD SHOW PRIORITY PROJECT**

Ms. Angela Angel provided the 3Q and 4Q updates for the 2019 Innovative Media Road Show Priority Project to the Board. Ms. Angel reported to the Board that the 3Q milestones were accomplished. Ms. Angel mentioned to the Board that the Communications Department surpassed its internal goals for increasing the number of new newsletter subscribers, video interviews, and Facebook followers.

Ms. Angel reported to the Board that the 4Q milestone client event originally tied to Free Speech Week has been moved to the Pearl City Country Club. Because no other public event has been slated at Māpunapuna in 4Q, the Road Show concluded at CYD. Ms. Angel reported to the Board that the measurables for the Innovative Media Road Show Priority Project have been accomplished.

**2020 COMMUNITY DEVELOPMENT CAMPAIGN PRIORITY PROJECT**

Ms. Angela Angel provided an overview of the 2020 Community Development Campaign Priority Project to the Board. Ms. Angel reported to the Board that the objective of the project is to strengthen community relations and support through the introduction of a giving campaign. Ms. Angel reported to the Board that the project's focus is to enlist local businesses as `Ōlelo's supporters.

**3Q & 4Q MOBILE APP & ON-LINE DISTRIBUTION PRIORITY PROJECT**

Mr. Todd Yamamoto provided the 3Q and 4Q updates for the 2019 Mobile App and On-Line Distribution Priority Project to the Board. Mr. Yamamoto reported to the Board that most of the 3Q milestones were accomplished and a few are in progress. Mr. Yamamoto shared with the Board the progress for each milestone in the fourth quarter and mentioned that the project is currently on schedule.

**2020 MOBILE APP & ON-LINE DISTRIBUTION PRIORITY PROJECT**

Mr. Todd Yamamoto provided an overview of the 2020 Mobile App & On-Line Distribution Priority Project to the Board. Mr. Yamamoto reported to the Board that the objective of the project is to generate additional revenue by leveraging `Ōlelo's technological capabilities and content distribution. Mr. Yamamoto mentioned to the Board that the project's focus is to expand the capabilities of the Mobile App to allow the public to engage with `Ōlelo.

**3Q & 4Q FINANCIAL SUSTAINABILITY PLAN (FSP) PRIORITY PROJECT**

Ms. Dawne DePonte provided the 3Q and 4Q updates for the 2019 Financial Sustainability Plan (FSP) Priority Project to the Board. Ms. DePonte reported to the Board that the Communications Department will begin community awareness and support efforts in the "96819" area code, that will be used as a testing ground and will continue in 2020 as part of a community development campaign. Ms. DePonte mentioned to the Board that the LLC business plan is placed on hold until a feasible opportunity arises for `Ōlelo.

**2020 FINANCIAL SUSTAINABILITY PLAN (FSP) PRIORITY PROJECT**

Ms. Dawne DePonte provided an overview of the 2020 Financial Sustainability Plan (FSP) Priority Project to the Board. Ms. DePonte mentioned to the Board that the objective of the project is to continue developing a plan for financial sustainability that will help `Ōlelo thrive over the long-term. Ms. DePonte reported to the Board that the FSP project is in its third year and 2020 will focus on ways to reduce energy consumption and other operating costs.

**2020 30<sup>TH</sup> ANNIVERSARY – EXTERNAL PRIORITY PROJECT**

Ms. Kimi Takazawa presented the 2020 30<sup>th</sup> Anniversary Priority Project to the Board. Ms. Takazawa reported to the Board that the objective of the project is to begin financial sustainability development and internal fundraising mindset under the umbrella of the 30<sup>th</sup> Anniversary. Ms. Takazawa mentioned to the Board that the project's focus is to solidify `Ōlelo's value proposition for the community. Ms. Takazawa summarized the areas that `Ōlelo will focus on in 2020 for the 30<sup>th</sup> Anniversary project.

**PROGRAM AND MARKETING COMMITTEE REPORT:**

Ms. Angela Angel provided the Program and Marketing Committee report on behalf of Program and Marketing Committee Chair Mr. Jason Fujita to the Board. Ms. Angel reported to the Board that pending Board approval of proposed top business services, the Program/Marketing Sub-Committee will reconvene to discuss how the Program/Marketing Committee can assist with pursuing such business services.

**MARKETING REPORT**

Ms. Angela Angel provided the marketing report on behalf of Mr. Jack Bates. Ms. Angel highlighted the marketing and communications efforts to focus on the programming of community-wide relevance and interest, services, initiatives, and `Ōlelo impact stories by community members and organizations to the Board.

**FINANCE COMMITTEE REPORT:**

Mr. Keith Fujio reported to the Board that the Finance Committee met on October 16, 2019. At this meeting, the Committee reviewed and accepted the financial statements through September 30, 2019. It was reported that there wasn't much of a difference between September 30<sup>th</sup> of 2019 and the same period for 2018.

**APPROVAL OF 2020 OPERATING BUDGET**

Mr. Fujio presented the 2020 Operating Budget as recommended by the Finance Committee to the Board.

**Action:**

**After review, Ms. Leslie Hayashi moved to accept the 2020 Operating Budget, and Mr. Allan Akamine seconded, and the Board unanimously approved the 2020 Operating Budget.**

**APPROVAL OF 2020 CAPITAL BUDGET**

Mr. Fujio presented the 2020 Capital Budget as recommended by the Finance Committee to the Board.

**Action:**

**After review, Dr. Alexandra Mergenschroer-Livingston moved to accept the 2020 Capital Budget, and Ms. Leslie Hayashi seconded, and the Board unanimously approved the 2020 Capital Budget.**

**NOMINATING COMMITTEE REPORT:**

The Nominating Committee Report discussion moved to Executive Session because it relates to proprietary matters.

**EXECUTIVE SESSION:**

Mr. Keith Fujio called for a motion to move into Executive Session to review proprietary information.

**Action:**

**Ms. Leslie Hayashi moved, and Dr. Alexandra Mergenschroer-Livingston seconded, and the Board unanimously approved to move into Executive Session.**

The Board recessed at 6:25 p.m. to go into Executive Session.

**RECONVENE:**

Mr. Keith Fujio reconvened the meeting at 6:43 p.m.

**ADJOURNMENT:**

There being no further business before the Board, the meeting adjourned at 6:43 p.m.

RESPECTFULLY SUBMITTED,

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Leslie Ann Hayashi, Secretary